# Claims

[1] 1. A transflective liquid crystal display device having a liquid crystal panel in which liquid crystal material is sealed between a pair of substrates faced with each other and in which pixels formed on one substrate of said pair of substrates have transmissive regions and reflective regions, comprising:
a pair of circularly polarized light members arranged outside said liquid crystal panel; and
a backlight arranged outside one circularly polarized light member of said pair of circularly polarized light members,
wherein said reflective region has a reflective member for reflecting ambient light from an opposite side of backlight-arranging side in said liquid crystal panel, and said reflective region has phase difference forming means arranged on the backlight-arranging side of said reflective member.

[2] 2. The device as claimed in claim 1, wherein said phase difference forming means has a function of reversing a direction of circularly polarized light by allowing circularly polarized light to pass therethrough twice.

[3] 3. The device as claimed in claim 1 or 2, wherein said phase difference forming means is formed on said reflective regions in a main surface inside said liquid crystal panel on one substrate on the backlight-arranging side of the pair of substrates and said reflective member is formed on said phase difference forming means.

[4] 4. The device as claimed in claim 3, wherein said phase difference forming means is a retardation film for delaying phase with $\lambda/4$.

[5] 5. The device as claimed in any one of claims 1 to 4, wherein said phase difference forming means also serves as a stepwise member for adjusting a balance between transmittance in said transmissive region and reflectance in said reflective region.

[6] 6. The device as claimed in any one of claims 1 to 3, wherein said phase difference forming means is orientation-processed polymer liquid crystal layer.

[7] 7. The device as claimed in claim 6, wherein said polymer liquid crystal layer delays phase with $\lambda/4$.

[8] 8. The device as claimed in any one of claims 1 to 3, wherein said phase difference forming means is formed on said reflective regions in a main surface outside said liquid crystal panel on one substrate on the backlight-arranging side of said pair of substrates.

[9] 9. The device as claimed in claim 8, wherein said phase difference forming means is a retardation film or a phase difference film for delaying phase with $\lambda/4$.